

and those of you who have not. And especially I'd like to say a word of thanks to the former employees of tobacco companies who have stood up to tell the world the truth. And I want to recognize one in particular, the late Victor Crawford, whose wife, Linda, is here today. He was a great champion for our children. We miss him today. We wish he were here, and we know he's smiling down on us. Thank you, Linda, for being here, and God bless you.

My friends, we have come a long way in this endeavor, indeed, a long way since our administration made the first announcement about our efforts to reduce tobacco advertising and tobacco sales to young people. Now we have supermarket chains, athletes, workers, private citizens who have recognized the threat tobacco poses. And this movement is producing results. Just last week there was a major breakthrough when Liggett agreed to settle its lawsuits. It became the very first tobacco company to acknowledge that tobacco can be deadly. This is the first crack in the stone wall of denial. My message to other tobacco companies is, therefore, simple and direct: Take responsibility. Sell to adults, but draw the line on children.

I'm happy that Liggett has also agreed to begin changing their own advertising practices so that they have less influence over young people. That's a good start. And now I want them and the other tobacco companies to go the distance. If selling cigarettes to minors is illegal, no good corporate citizen should be aiming advertising at those minors.

My fellow Americans, we can win this fight. We can save countless lives of our young people. We can give them the future that we imagine when we look into the bright faces of these children who are here. But we have to do it together. It is folly to pretend that any one of us, including the President, can do it alone.

When he graduated from high school in 1968, Mike Synar called on his classmates to, quote, "Stand and be counted when the occasion arises." Well, he always did. This occasion requires us to do it for him, and I am honored that we can do it in his name.

Thank you, and God bless you all.

NOTE: The President spoke at 3:50 p.m. in the East Room at the White House upon receiving the Mike Synar National Public Service Award from the Coalition on Smoking OR Health. In his remarks, he referred to Alan Synar, brother of the late Representative Mike Synar, and Lonnie Bristow, president, American Medical Association.

Statement on Signing Tax Benefit Legislation for Military Personnel Serving in Operation Joint Endeavor *March 20, 1996*

Today, in recognition of the sacrifices members of the U.S. Armed Forces are making in and around Bosnia, I signed a bill extending special tax benefits to military personnel serving in Bosnia and Herzegovina, Croatia, and Macedonia.

During Vietnam and the Gulf war, tax relief was granted to individuals serving in "combat zones." By extending similar tax benefits to those supporting peace efforts in the former Yugoslavia, this legislation recognizes the unique hardships and risks members of the U.S. Armed Forces face in non-combat missions like the one in Bosnia.

I wish to thank Congress for their overwhelming support and timely passage of this legislation and also for their recognition of the hardships encountered by American troops serving in Operation Joint Endeavor.

NOTE: H.R. 2778, approved March 20, was assigned Public Law No. 104-117.

Letter to Congressional Leaders Transmitting the Report on Science, Technology and American Diplomacy *March 20, 1996*

Dear Mr. Speaker: (Dear Mr. Chairman:)

I am pleased to transmit this annual report on Science, Technology and American Diplomacy for fiscal year 1995, in accordance with Title V of the Foreign Relations Act of Fiscal Year 1979, as amended (Public Law 95-426; 22 U.S.C. 2656c(b)).

Science and technology (S&T) are central to the goals of economic security, military strength, and diplomatic engagement—the